OCIL 17828 C

MAY -2 1922

THE NIGHT RIDERS

Photoplay in six reels /

Prom the famous story by Ridgewell Cullum

Directed by Alexander B. Butler -

Author of the photoplay (under Sec. 62) Second National Pictures Corporation of the U.S.

OCIL 17820 MAY -2 1922

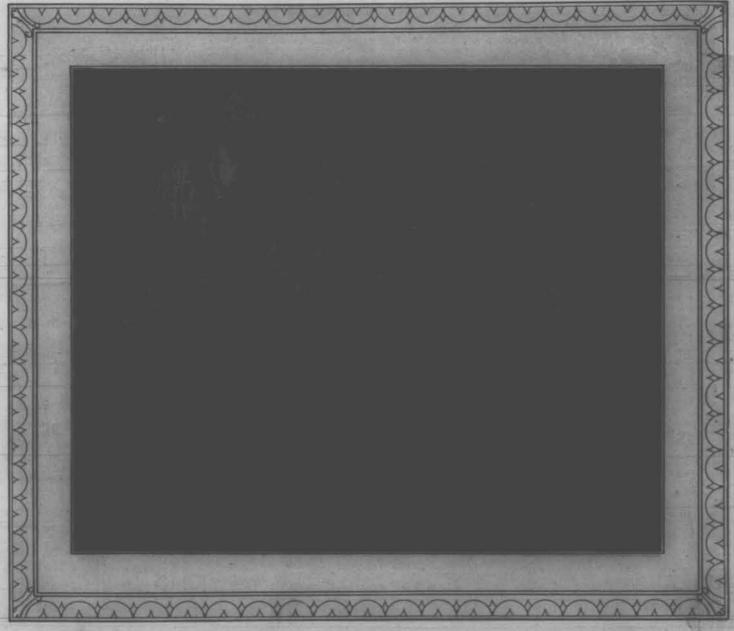
EXHIBITOR'S GUIDE



PUBLISHED BY THE

SECOND NATIONAL PICTURES CORP. 140 W. 42 ND. ST. New York





"The Night Riders," by Ridgewell Cullum, a Second National Pictures Corporation super-production, is a red-blooded photoplay of the great Northwest, with a dashing, daring heroine and vigorous he-man hero. It is replete with thrills, mystery, acton and tense situations. Maudie Dunham, Albert Ray and Andre Beaulieu, famed for their effective acting in Northland pictures, head a notable cast.

"Second National" Stands for Independence
SECOND NATIONAL PICTURES Corporation
DISTRIBUTING POINTS EVERYWHERE

Exploitation

ONSIDER always the character of the picture you have to exploit. There are some pictures which can be effectively exploited by means of fashion shows, essay contests by school children and similar stunts. There are very good pictures of that type, but "The Night Riders" is a good picture of another type. You want some ripsnorting publicity for this, which will have every lover of red-blooded he-man photoplays feeling that he or she simply can't wait for the opening of the run.

Get three or more good riders, dress them as cowboys of the Northwest, mount them and send them sky-hooting through the town. Have them shoot if the authorities will let you, or if you can get by with a small fine. The leader should wear a red mask, and all should bear announcements of "The Night Riders" showing, on streamers, wide

saddle blankets or anywhere they may be seen readily.

Distribute handbills, in your theatre and on the streets, offering \$5,000 reward for Red Mask, in flaring type, and your announcement in much smaller type.

Keep your cowboys about the lobby between rides, and tell them to keep doing something all the time. Print the following in your program for a week before the showing, and on cheap paper for a throwaway:

THE

Man of Mystery was blind by day but could see like a bat at

NIGHT

as he headed his band of cattle-stealing, marauding and murderous

RIDERS

in their raids upon the great ranches in the North-west.

"THE NIGHT RIDERS"

next

USE THE MAILS

Send the following letter to your patrons:

Dear Madam (or Sir):

Very truly yours,

..... Manager.

"The Night Riders"

Red-blooded Photodrama

from the Thrilling Story by

RIDGEWELL CULLUM

Second National Pictures
Production

will begin a run next

MONDAY

at the

Apollo Theatre

Matinee Daily Prices 25c. to 5cc.

Sample Type Ad

T

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Diana
John T
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Jake H
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"THE NIGHT RIDERS"

NORTHWEST STORY

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WILD ADVENTURE

FULL OF THRILLS

THE CAST

Diana Marbolt....Maudie Dunham John Tresler Albert Ray Julian Marbolt Andre Beaulieu Jake Harnach.....Russell Gordon Story by Ridgewell Cullum; adaptation and direction by Alexander B. Butler.

THE STORY

OHN TRESLER, a young man of gentle breeding, seeks a career in one of the wildest regions of the Northwest, which is terrorized by a band of murderous marauders known as the "Night Riders," led by the mysterious "Red Mask." The youth is looked upon as a "tenderfoot" at first, by ranchmen and cowboys, but soon wins respect by thrashing the bully of the region, Jake, ranch foreman, and gains the regard of Diana Marbolt. Diana's father, Julian Marbolt, owner of the Mosquito Bend Ranch, is blind at night but can see like a bat in the dark.

Marbolt, learning of the friendship which has sprung up between his daughter and the handsome young stranger, orders Diana to cease seeing him, but the friendship is continued in spite of this command.

Tresler meets Sergeant Fyles of the Northwest Mounted Police and recognizes him as an old friend. They discuss the Night Riders and means of breaking up the band.

Tresler, walking with Diana, tells her he loves her and asks her to marry him. She admits that she cares for him. As he is leaving, Jake, who has been spying on the pair, follows and strikes him down with a club. Tresler recovers consciousness and proceeds with the organization of a posse to run down the Night Riders.

The Night Riders, with Red Mask, are out raiding. From behind a

open fire. The Riders twice attack and retire. Tresler is wounded, and he and his supporters make for the open country, harassed by the Riders. Suddenly the band turns and rides away, and around a bend come Fyles and the Mounted Police.

Tresler is taken into the ranch house, where Diana dresses his wound and nurses him. Marbolt orders the injured man removed to the cattlemen's bunk house, but Dr. Ostler, the local surgeon, who has been called, forbids his removal.

Diana sits by the patient until he falls asleep. Then she puts out the light and goes to her room. In the darkness Marbolt enters, crossing the room with none of the uncertainty of the blind, and begins removing the bandage from Tresler's throat. Diana returns, with a lighted lamp, and Marbolt's movements again become the uncertain gropings of a blind man. His daughter drives him from the room.

Jake demands Diana's hand from Marbolt. The blind man refuses, and the foreman, enraged, grapples with him. Marbolt, finding the lamp by means of its heat, dashes it to the floor and the room is plunged in darkness. Instantly the big ranchman becomes a formidable fighter, and Jake is getting the worst of it when Diana enters with a lighted lamp. Marbolt, in the light, becomes helpless, and Jake escapes, only to be shot down by Anton, a crony of the blind ranchman. With his last breath, Jake tells Tresler to be at "Widow Dangley's place-two -morning."

That night the Riders, on their way to raid the Dangley Ranch, are ambushed by Tresler and his posse and Fyles with the Mounted Police. After a sharp fight the surviving riders give up, all but their masked shack Tresler and his companions leader, who escapes with Tresler and

WHY has Manager the Theatre booked "The Night Riders," Second National Pictures Corporation visualization of the famous story of the Northwest by Ridgewell Cullum? You will know when you see the picture.

WHY did the blind ranchman refuse to permit his cowboys and other employes to join the posse forming to run down the band of marauding murderers? See "The Night Riders" at the Theatre next and you will find out.

WHY are red-blooded stories of the Northwest with he-man heroes so popular with motion picture fans? See "The Night Riders" at the and you will understand.

WHY are Second National Pictures enormously and increasingly popular with motion picture patrons of all sorts? Because they are the finest types of entertainment provided by light and shadows on the silver screen. See "The Night Riders" at the Theatre next and you will realize that this is so.

WHY have the entertainments provided by the play of light and shadows on a white screen become the dominant form of entertainment in the world? The intense interest of "The Night Riders," booked at the Theatre, beginning next help give the answer.

Fyles riding in pursuit. Red Mask rides up a rocky slope and dismounts, and his pursuers follow on

Dawn comes. As the light grows, Tresler and Fyles see Red Mask staggering and stumbling-blind again as darkness goes. He steps over the edge of a precipice and plunges to his death. Tresler makes his way down the cliff and raises the red mask, revealing the face of Mar-

Tresler buys a ranch and makes Diana his wife.

Press Matter

ADVANCE NOTICE No. 1

NORTHLAND PICTURE TO BE SHOWN HERE

Manager of the Manager of the Manager of the Manager of the Manager of Ridge-well Cullum's "The Night Riders," a Second National Pictures Corporation super production, for a run, beginning next. It is said to be a mystery and adventure story of unusual power and appeal, the scenes of which are laid in the great Northland which has provided the background for so many notable photodramas of the red blooded type.

so many notable photodramas of the red blooded type.

The story, as a serial and in book form, attracted widespread attention, and those who have seen the picture declare that all the striking and tense situations have been effectively visualized. Maudie Dunham, Al-bert Ray and Andre Beaulieu are featured in the production.

ADVANCE NOTICE No. 2

From Theatre (Not duplicated)

in the cast.
"The Night Riders" is declared to be a gripping mystery story, replete with action and thrilling situations, dealing with the efforts of ranchmen and mounted police in the Northwest to run down and wipe out a band of maurauders led by a man of mystery known as "Red Mask."

ADVANCE NOTICE No. 3

From (Not duplicated) Theatre

THREE FAVORITES IN RED-BLOODED FILM

RED-BLOODED FILM

Maudie Dunham, Albert Ray and Andre
Beaulieu, featured in a Second National
Pictures Corporation super production of
Ridgewell Cullum's stirring story of the
Northwest, "The Night Riders," will be seen
on the screen at the Theatre
next These three popular screen
artists in red-blooded pictures are said to be
provided with umusually good opportunities
to display their ability in this production.
The story deals with ranch life in the Northwest, and the efforts of cattlemen and
mounted police to run down a band of
marauders known as the Night Riders.

LAST DAY NOTICE No. 1

LAST CHANCE TO SEE "THE NIGHT RIDERS"

"The Night Riders," Second National Pictures Corporation visualization of the stirring story by Ridgewell Cullum, which has been delighting lovers of red-blooded photoplays at the Theatre, will be shown for the last time tonight.

REVIEW No. 1

From Theatre (Not duplicated)

FILM OF NORTHWEST SCORES BIG SUCCESS

Mask.

Maudie Dunham gave a charming characterization in the role of Diana Marbolt, and Albert Ray displayed an engaging personality and vigorous manliness as John Tresler. Andre Beaulieu enacted the role of the blind ranchman impressively.

TALK IT OVER

with the

NEWSPAPER EDITORS

show them

IN PERSON

that these

NOTICES AND REVIEWS

HAVE NEWS VALUE

REVIEW No. 2

From Theatre (Not duplicated)

"THE NIGHT RIDERS"

BEGINS RUN HERE

"The Night Riders," a super production by Second National Pictures Corporation from the popular story by Ridgewell Cullum, which began a run yesterday at the........ Theatre, made a distinct hit with the opening day audiences. The story is an exciting one, full of action and intense situations, with well developed mystery and many surprises. The scene is laid in the Northwest, where a band of night riding marauders has been committing murder and wholesale depredations. A young man of polite manners and polished appearance, but of strong character and high courage, becomes the head of a posse organized to co-operate with the mounted police in running down the band, and wins the love of Diana, daughter of a blind ranchman. Maudie Dunham, Albert Ray and Andre Beaulieu, featured in the production, enact their roles impressively.

REVIEW No. 3

From Theatre (Not duplicated) ADVENTURE PICTURE

IS WELL RECEIVED

Manager of the
Theatre procured an excellent entertainment for his patrons when he booked "The Night Riders," a Second National Pictures Cor-Riders," a Second National Pictures Corporation super production from the book by Ridgewell Cullum, which opened a run yesterday. Maudie Dunham, Albert Ray and Andre Beaulieu, featured in the production, made a strongly favorable impression on the opening day audiences.

"The Night Riders" is a strong photodrama of adventure, love and mystery, with scenes laid in the great Northwest.

LAST DAY NOTICE No. 2

From Theatre (Not duplicated)

"THE NIGHT RIDERS" ENDS RUN TONIGHT

LAST DAY NOTICE No. 3

From (Not duplicated) Theatre

LAST SHOWINGS OF NORTHLAND PICTURE

NEWSPAPER PARAGRAPHS

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CATCHLINES CARRY CONVICTION

John Tresler felt that the life for him was in the great, free Northland, but he did not dream what tremendous adventures awaited him.

Diana was not deceived by the slight build, gentle manners and well groomed appearance of the stranger, as the others were, into believing him lacking in courage and stamina.

There was a good reason why the blind ranchman was unwilling to send his cowboys on a chase after Red Mask and the Night Riders.

The end of the one way trail was a frightful one for Marbolt.

Caught between Tresler's posse and the Mounted Police under Sergeant Fyles, the Night Riders realized that their course was run at last.

VIGOROUS SPIRIT IN NORTHWESTERN FILM

MOUNTAINS ARE SCENE OF STRONG PHOTOPLAY

"Where you have mountains, there

you will have free men."

The truth of that old saying goes far toward explaining the extraordinary popularity of motion pictures depicting scenes and life in the
great Northwest. A picture of this
kind is enjoying a run now at the
..... Theatre, where it is delighting motion picture fans who
love red blooded romance in the
region often referred to as "God's
country."

The picture at the is "The Night Riders," by Ridgewell Cullum, a Second National Pictures Corporation production featuring Maudie Dunham, Albert Ray and Andre Beaulieu. The scenes are laid in the Canadian Rockies, and were filmed on authentic locations.

Use the "WHYS"

BIG MOMENTS and CATCHLINES

in PROGRAM as THROW-AWAYS] and in ADVERTISING

UNEXPECTED ENDING TO PICKED QUARREL

Looking like a "tenderfoot," talking like a young man of gentle breeding, it was natural that John Tresler should have been looked upon scornfully by the rough and ready dwellers at Mosquito Bend, one of the largest ranches in the great North-west. Yet they were sorry for him when he incurred the animosity of the ranch foreman, Jake, in Carney's saloon, for they thought the clean-looking young stranger would be killed or at least frightfully beaten. Their sympathy was wasted, however, for it was Jake, the bully of the region, who received the beating.

MOMENTS"THE NIGHT RIDERS"

When John Tresler catches sight of the Night Riders and their red-masked leader.

When the messenger from a neighboring ranch arrives at Mosquito Bend with the news of the raid and murder by the Riders.

When Marbolt, the blind rancher, refuses to allow his men to join the posse.

When Tresler thrashes the bully of the region, to the delight of everyone and especially Diana Marbolt.

The fight between Tresler's posse and the Night Riders.

The struggle between Jake and the blind rancher.

When Marbolt removes the bandage from the unconscious Tresler's wounded throat.

The flight and death of Red Mask.

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Musical Setting for "The Night Rider

Released by SECOND NATIONAL PICTURES CORPORATION

The character of picture is an intensely thrilling Western drama, dealing with the murder and pillage of a band of lawless night riders, with scene of action in the Canadian Rockies.

In order to musically interpret this picture, two THEMES are necessary.

THEME A, selected for the Night Riders, is "Half Reel Hurry" by Levy, the Tempo being a Characteristic Allegro Agitato.

NOTE. The drummer should particularly note that in connection with THEME A the effect of the weird clarion call of the night riders when assembling their band should be produced.

THEME B, selected for John Tresler and Diana Marbolt, is "ONLY A SMILE" by Edson, the Tempo being an Andante Ballade Sentimentale.

Particularly note effects of horses' hoofs, water, fire, shots and storm effects as suggested in the cues.

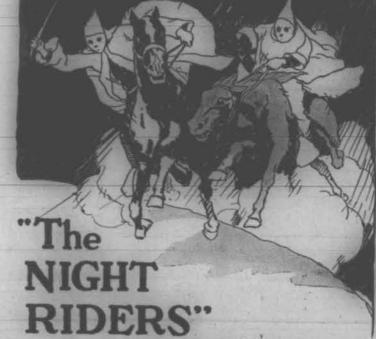
When picture was viewed, it consisted of 6 reels, 5,750 feet, and had a projection speed of 74 minutes.

Time		Sub-Titles or Descriptive Cues	Music & Descriptive Tempo
0	D	Opening	
0	D.	(water effects)	.By the Mill-Stream
11/2	T.	(water effects) In those lonely regions where(horses' hoofs) (clarion call)	. Half Reel Hurry Levy
		(horses' hoofs) (clarion call)	(Allegro Agitato) (THEME A)
21/2	D.	When man is shot	
	_	(fire effects) (shots)	
31/2	T.	One who comes from far distant	
	177	"Von ale's sames lesses your fallow"	(Andante Ballade Sentimentale) (THEME B)Humorous Drinking Theme
534	T. T.		
7	T.	"I am not running a sanitarium"	Dramatic Tension Zamecnik
7	T	"I tell you what you're"	Dramatic Tension
91/2	T.	Forkes Settlement starves for	. Stampede (Iovous Western Allegro) Simon
1014	T. T. T.	Joe, boasting no other name	. Wild and Woolly (Characteristic Western Allegro) Minot
111/4	T.	Headquarters on Bar T ranch	. Wild and Woolly (Characteristic Western Allegro) Minot
121/2	T.	"I am Ma Markely's denutrae"	Sinister Theme (Dramatic)
15	T.	"Well well so you've come to learn"	Admiration (Allegretto Intermezzo) Inchange
16	T.	"Don't forget what I said about Jake"	The state of the s
1754	T. T.	"What are those dark stains"	Dramatic Tension
185/2	T.	"Will you sell me some sort of a"	.Rufenreddy (Moderato Intermezzo)Bargy
19	T.	The first night on the ranch of Junea	Repeat: THEME A
2017	eps.	(horses' hoofs) (clarion call)	
20%	T.	"Some one wearing a red mask"	Dramatic Navestive Passant
2214	T	"I'll not police this district"	Dramatic Narrative
24	T. T.	The "Nag" calculating	. Western Rodio (Cowbov Descriptive) Minot
2534	T.	Another day bringing unheralded	.Canadian Capers
2400			(Characteristic Allegro)
271/2	T.	Good luck, let us know when to	Repeat: THEME B Heavy Agitato(No. 18 A. B. C. Dramatic Series) Heavy Dramatic Descriptive (No. 18 A.B.C. Dramatic Series)
29¾	D. D.	When scene fades to Mounted Police	Hanny Departie Description (No. 18 A. B. C. Dramatic Series)
32	D.	When scene fades to Tresler	Repeat: THEME R
321/2	T.	Morning and a stable on the ranch	. Basket of Roses (Allegretto Moderato)Albers
341/2	T.	Just poor, unadulterated cussedness	Agitato
	D.	When fight is over	Nola (Allegretto Caprice)Arndi
38		When Diana enters bunk house	. Repeat: THEME B
39	T.	"I offer \$5,000 reward"	Evening Hour (Moderato Espressivo)
40 4134	T.	Then with the night chadows	Storm Agitato
4194	*-	(stown affasts)	
4234	T.	The river, and a message	. Storm SceneZamecnik
		(water and storm effects) "I came back not expecting"	(Agitato)
44	T.	"I came back not expecting"	. Repeat: THEME B
4434	D.	When Tresler leaves Diana	Andante Dramatico Borch
451/4	T.	Just before dawn at William Bluff(horses' hoofs) (shots) (clarion call)	Kepeat: THEME A
48	T.	Then with the morning cur	. Dramatic Suspense
50	D.	When Marbolt climbs stairs	Heavy Mysterioso (Heavy Dramatic)Levy
53	T	"It will be a mercy to remove"	
54	D,	When Marbolt leaves bedroom	Devotion (Andante Espressivo)
571/4	T.	Throughout the whole day and night	Reneat: THEME R
591/2	D.	When Marbolt climbs stairs	"Gruesome Misterioso
60	T.	When Diana takes pistol	Dramatic Tension
623/4		Then three weeks passing	Heavy Dramatic Suspense (No. 20 A. B. C. Dramatic Series)
6434	T	The last night on Bar T ranch.	Heavy Dramatic Andante (No. 20 A. B. C. Dramatic Series)
66	D.	When scene fades to Marbolt and Jake	Allegro Agitato
19	113	(shots)	No. 20 A. B. C. Dramatic Series)
67	D.	When Jake is placed on bed" "I want you to leave the ranch"	Mood Pensive (Moderato Espressivo)Applefield
68	T.	"I want you to leave the ranch"	D THENE A
681/2	I.	The last raid of the night riders	Repeat: ITEME A
71	D.	(shots) (horses' hoofs) (clarion call). When red masked rider falls	Woodland Dreams (Andante Cantabile)
721/2		Thus John Tresler finds all	Repeat: THEME B
74	T.		

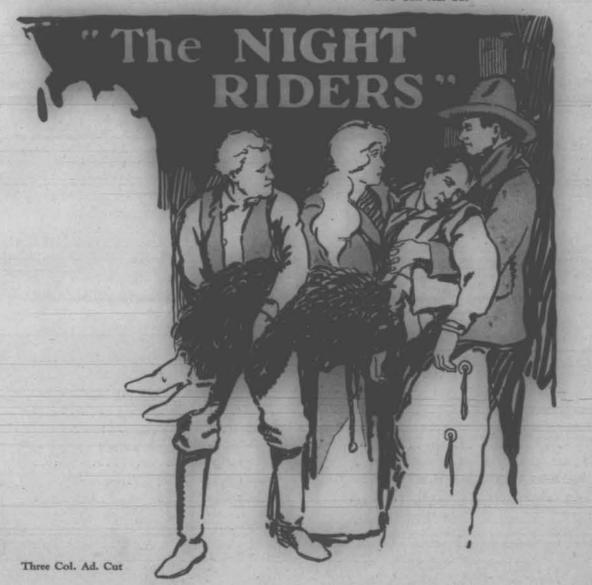
USE CUTS AND MATS IN ADVERTISING



One Col. Ad. Cut



Two Col. Ad. Cut



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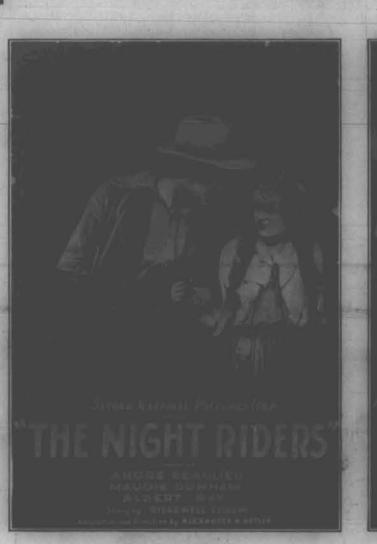
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The One Sheet



The Three Sheet

ACCESSORIES

One sheet poster (one style) Three sheet poster Six sheet poster Press Book Music Cues Three column mat Three column cut (rental price)..... Two column cut (rental price) Two column mat

One column cut (rental price)..... One column mat Thumbnail cut (rental price)..... Announcement slide Photo gelatine lobby photos, 11 x 14 inches, set of eight subjects, including title card Photo gelatine lobby photos, set of eight, as above, with two 22 x 28 inches....

LAW OFFICES FULTON BRYLAWSKI JERIFER BUILDING WASHINGTON, D. C. TELEPHONES MAIN BRE-SEE

MAY -2 1922

Register of Congress. Library of Congress. Washington, D. C.

I herewith respectfully request the return of the fel-lewing named metion picture films deposited by me for registration of copyright in the name of Second National Pictures Corporation

THE MIGHT RIDERS (6 reels)

Respectfully.

PULEON BRYLANSKI

The Second National Pictures Corporation acknowledges the reacipt of two copies each of the mobies picture films deposited and registered in the Copyright Office as follows:

Pitle

Date of Deposit Registration

MIGHT RIDERS

5/2/22

L: OCIL 17820

/2 Copies Returned MAY # 1922 Delivered in person

The return of the shows copies was requested by the said company, by its agent and atterney, on the 2d day of April, 1922, and the said rulton Brytanski for himself and as the duly authorized agent and atterney of the said company, hereby subscaledges the delivery to him of said copies and the resulpt thereof.

O.K.-ELF.T MAY -4'22

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